

Abbreviated Unaudited Accounts  
for the Period 16 August 2006 to 31 August 2007  
for  
Identity PR Limited

THURSDAY



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COMPANIES HOUSE

Identity PR Limited

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for the Period 16 August 2006 to 31 August 2007

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Identity PR Limited

Company Information

for the Period 16 August 2006 to 31 August 2007

**DIRECTOR·**

Mrs C J Thomas

**SECRETARY·**

Greystone House Registrars Limited

**REGISTERED OFFICE.**

107 Kenton Road  
Kenton  
Harrow  
Middlesex  
HA3 0AN

**REGISTERED NUMBER:**

5907274 (England and Wales)

**ACCOUNTANTS:**

Neil Scott & Company  
Chartered Accountants  
& Registered Auditors  
107 Kenton Road  
Kenton  
Middlesex  
HA3 0AN

Identity PR Limited

Abbreviated Balance Sheet

31 August 2007

	Notes	£	£
<b>FIXED ASSETS</b>			
Intangible assets	2		10,000
Tangible assets	3		<u>1,471</u>
			11,471
 <b>CURRENT ASSETS</b>			
Debtors		13,417	
Cash at bank and in hand		<u>15,154</u>	
		28,571	
 <b>CREDITORS</b>			
Amounts falling due within one year		<u>56,213</u>	
 <b>NET CURRENT LIABILITIES</b>			<u>(27,642)</u>
 <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u><u>(16,171)</u></u>
 <b>CAPITAL AND RESERVES</b>			
Called up share capital	4		2
Profit and loss account			<u>(16,173)</u>
 <b>SHAREHOLDERS' FUNDS</b>			<u><u>(16,171)</u></u>

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the period ended 31 August 2007

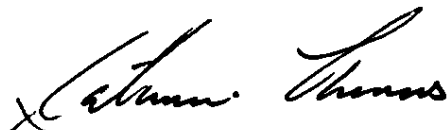
The members have not required the company to obtain an audit of its financial statements for the period ended 31 August 2007 in accordance with Section 249B(2) of the Companies Act 1985

The director acknowledges her responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Section 226 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies

The financial statements were approved by the director on 26 February 2008 and were signed by



Mrs C J Thomas - Director

The notes form part of these abbreviated accounts

**1 ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2005)

**Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax

**Goodwill**

Goodwill being the amount paid in connection with the acquisition of a business in 2006, is being amortised evenly over its estimated useful life of three years

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value of each asset over its estimated useful life

Plant and machinery - 25% on cost

**2 INTANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
Additions	15,000
At 31 August 2007	15,000
<b>AMORTISATION</b>	
Charge for period	5,000
At 31 August 2007	5,000
<b>NET BOOK VALUE</b>	
At 31 August 2007	10,000

**3 TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
Additions	1,962
At 31 August 2007	1,962
<b>DEPRECIATION</b>	
Charge for period	491
At 31 August 2007	491
<b>NET BOOK VALUE</b>	
At 31 August 2007	1,471

Identity PR Limited

Notes to the Abbreviated Accounts - continued  
for the Period 16 August 2006 to 31 August 2007

4 CALLED UP SHARE CAPITAL

Authorised Number	Class	Nominal value	£
1,000	Ordinary	£1	<u><u>1,000</u></u>
Allotted issued and fully paid Number	Class	Nominal value	£
2	Ordinary	£1	<u><u>2</u></u>